Instagram Captions

- Captions are extremely important on Instagram. A great caption will help increase your posts engagement of likes and comments, and even increase your followers. Tell your audience what you want from them (i.e. **Link in bio for more info**)
- A great Instagram caption adds context to your post and displays your brand's personality!
- Captions can be up to 2,200 characters in length, including emojis, and up to 30 hashtags.
- **Rule of Thumb:** Unless you are using Instagram for posting longform blog posts, we see the best results from using less than ~100 characters in your caption and including no more than 2-3 descriptive #hashtags to ensure the caption is shown before the "***more***" expand caption link. If you want to use more #hashtags, post them in the FIRST COMMENT (these hashtags are also searchable).

ONE FOR ME
ONE FOR YOU
starbucks
FOLLOW
227k likes
starbucks One for you, one for a friend. Who will you bring? Buy 1 holiday drink, get another free to share (11/12-11/15, 2-5PM, US & CA). ❤ #StarbucksDate
Link in bio for more info

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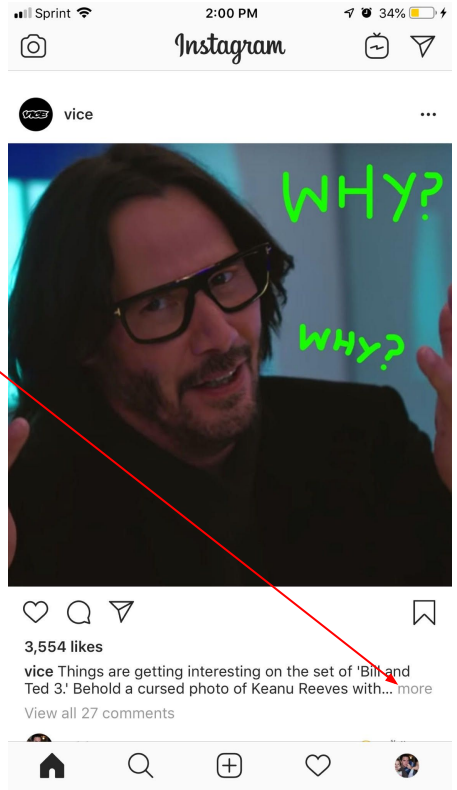
Instagram Captions

- Make use of the 2 lines (~100 characters) before the “more” link.
- Get a Call to Action in the first 50 characters! What do you want your audience to do (comment, click bio link, etc.)?
- Keep it clean and short!
- Try not to use more than 2 emojis, anymore looks spammy.



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Great Call to Actions

- Asking questions in your captions! Ask what content they want to see, or what they like about the photo/content you are posting.
- “Follow @username”
- “Visit www.website.com for XYZ”
- “Click The Link in Our Bio”
- “Tag us to get featured in our next post”
- “Include #yourbrandname (i.e. #Coursenvy) in your next post to win XYZ…”
- Ask for what you want “TAG, LIKE, COMMENT” in the caption or photo!

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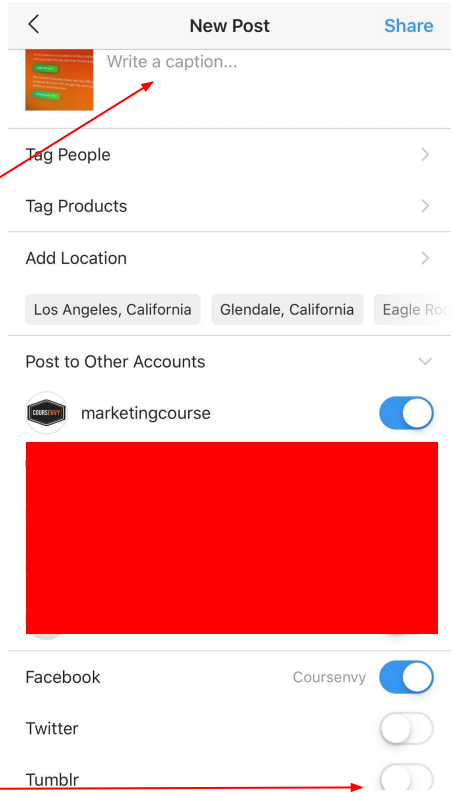
Instagram Captions – Go Long!

- Instagram captions can be up to 2,200 characters. If you plan to share your Instagram post to your Tumblr or other blogs (via an IFTTT applet, i.e. your WordPress), this is a great idea to create your blog post right in the Instagram caption field.
- Some Instagram accounts act more like a blog and post full blown articles in each caption area.
- We advise that you split test to see what your audience engages with more. **EXAMPLE:** One day test a short caption (less than 100 characters) with 2-3 hashtags, then the next day test a full 2,200 character caption with all 30 hashtags added to the first comment of this post. Then share this to your Tumblr!



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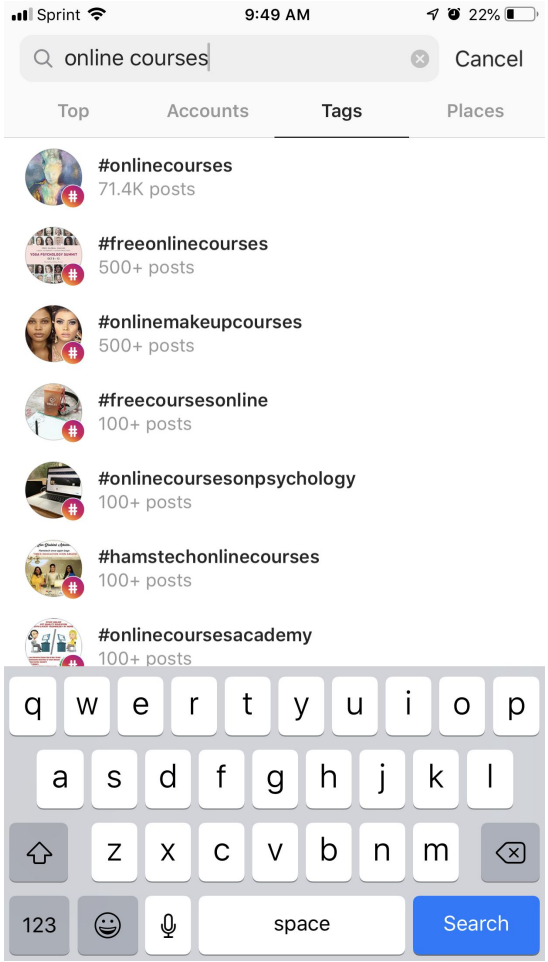
What is a Hashtag?

- A hashtag a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.



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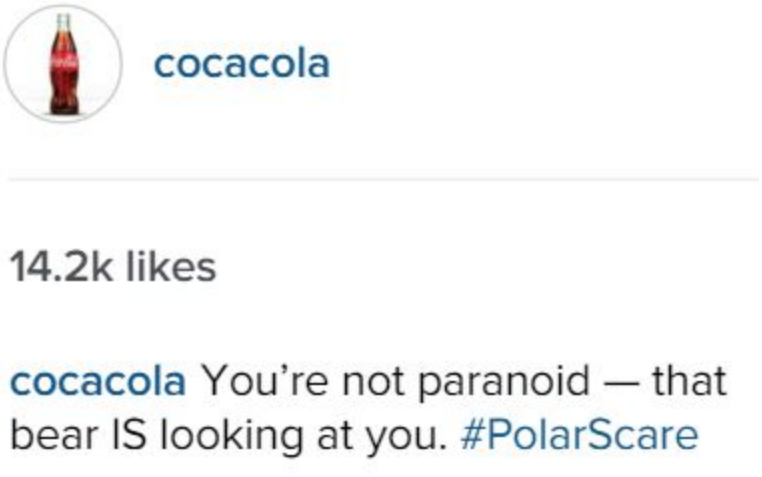
Hashtags

- Include 2-3 descriptive #hashtags in your caption.
- If you want to use more #hashtags put them at the very end of your caption or in the first comment of this post (after it is posted, you can use up to 30).



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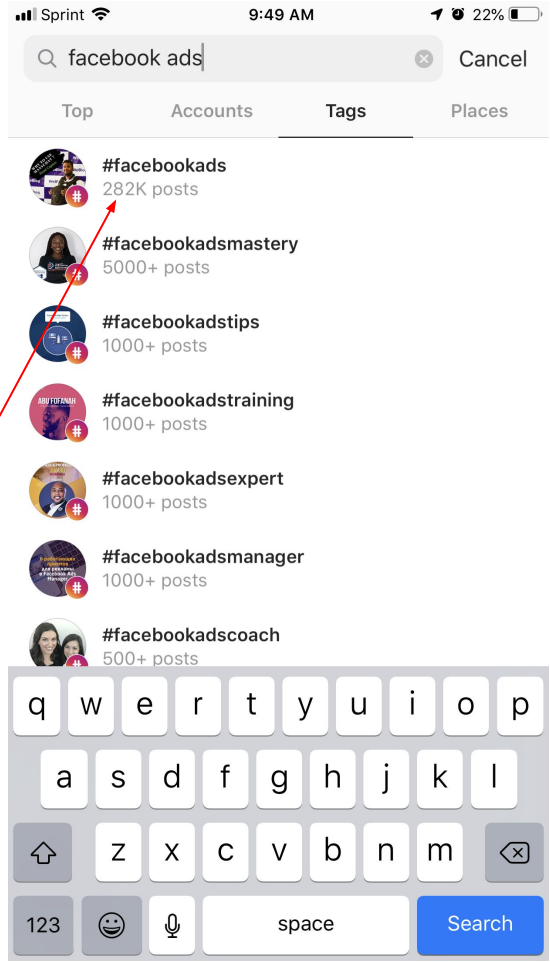
Hashtags

- Click the SEARCH icon on the bottom of your Instagram app
- Click the TAGS option
- Search various keywords related to your post
- Write down 6 relevant hashtags in mobile devices Notes app for easy copying in the future. I like to get 3 big/broad hashtags that are used in a 6+ figure posts, then 3 hashtags that at are in under 10,000 posts to really target a specific hashtag.



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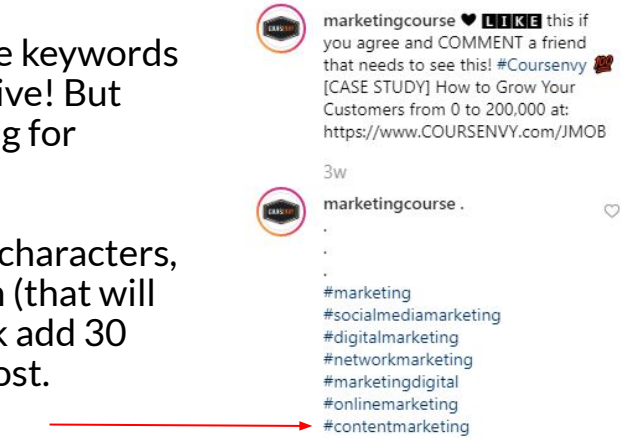
Hashtags

- Personally I get **5x more** followers from the targeted, specific niche keywords with between 1,000 and 50,000 “total posts” hashtags!
- Using hashtags to target specific niche keywords, descriptive keywords that fit your content or competitor keywords is VERY effective! But remember that using a competitors #hashtag is free branding for them…so it is a double edged sword to say the least.
- My rule of thumb is to include 1 or 2 hashtags in the first 50 characters, then the remaining hashtags I place at the end of the caption (that will appear under the “more” expanded caption link) or I will bulk add 30 relevant hashtags in the first comment AFTER making the post.
- Stalk your competition…see what gets them the most likes and mimic their wording as your begin to build your content!



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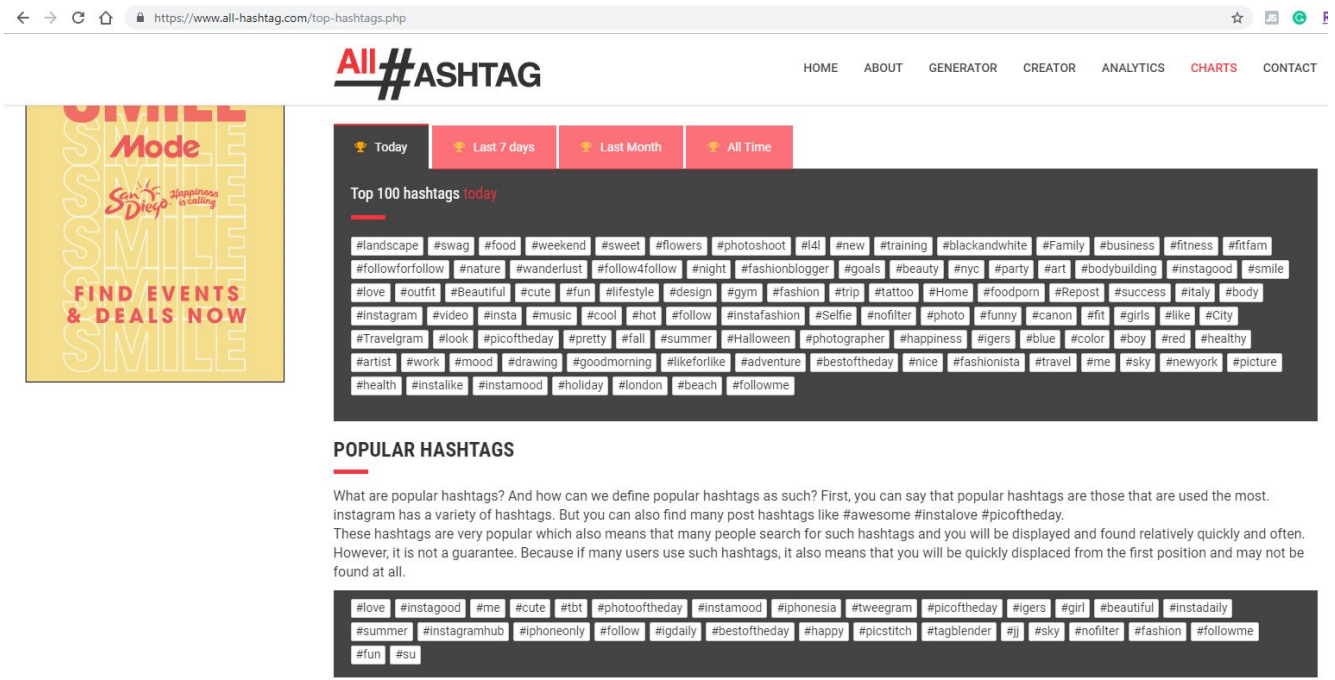
TOP HASHTAGS

www.all-hashtag.com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San Diego
Happiness is calling
FIND EVENTS & DEALS NOW
Today
Last 7 days
Last Month
All Time
Top 100 hashtags today
#landscape #swag #food #weekend #sweet #flowers #photoshoot #l4l #new #training #blackandwhite #Family #business #fitness #fitfam
#followforfollow #nature #wanderlust #follow4follow #night #fashionblogger #goals #beauty #nyc #party #art #bodybuilding #instagood #smile
#love #outfit #Beautiful #cute #fun #lifestyle #design #gym #fashion #trip #tattoo #Home #foodporn #Repost #success #italy #body
#instagram #video #insta #music #cool #hot #follow #instafashion #Selfie #nofilter #photo #funny #canon #fit #girls #like #City
#Travelgram #look #picoftheday #pretty #fall #summer #Halloween #photographer #happiness #igers #blue #color #boy #red #healthy
#artist #work #mood #drawing #goodmorning #likeforlike #adventure #bestoftheday #nice #fashionista #travel #me #sky #newyork #picture
#health #instalike #instamood #holiday #london #beach #followme
POPULAR HASHTAGS
What are popular hashtags? And how can we define popular hashtags as such? First, you can say that popular hashtags are those that are used the most. instagram has a variety of hashtags. But you can also find many post hashtags like #awesome #instalove #picoftheday.
These hashtags are very popular which also means that many people search for such hashtags and you will be displayed and found relatively quickly and often. However, it is not a guarantee. Because if many users use such hashtags, it also means that you will be quickly displaced from the first position and may not be found at all.
#love #instagood #me #cute #tbt #photooftheday #instamood #iphonesia #tweegram #picoftheday #igers #girl #beautiful #instadaily
#summer #instagramhub #iphoneonly #follow #igdaily #bestoftheday #happy #picstitch #tagblender #jj #sky #nofilter #fashion #followme
#fun #su

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Hashtag Example

If I posted a photo of a chocolate cupcake, a popular tag I would use would be:

#instafood (#instafood = 150,000,000+ posts)

#chocolatecupcake (#chocolatecupcake = 200,000+ posts)

Then a niche keyword would be:

#veganchocolatecupcakes (#veganchocolatecupcakes = 1,000+ posts)

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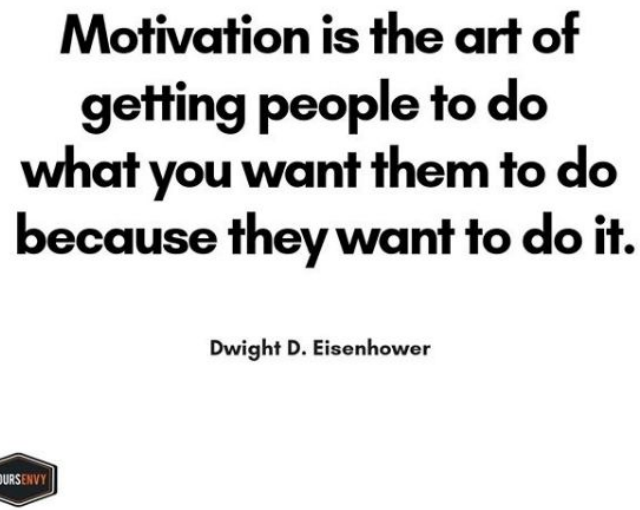
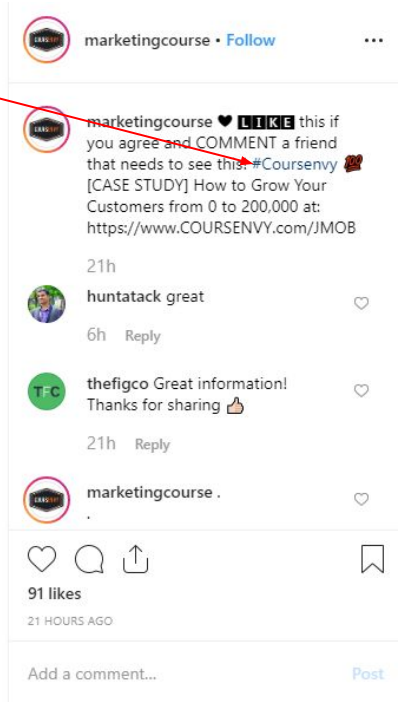
Brand Your Hashtag

Make sure to always include your brand's hashtag in your captions to grow your hashtags brand awareness!

#Coursenvy


Motivation is the art of getting people to do what you want them to do because they want to do it.
Dwight D. Eisenhower
COURSENVY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marketingcourse ♥ LIKE this if you agree and COMMENT a friend that needs to see this! #Coursenvy [CASE STUDY] How to Grow Your Customers from 0 to 200,000 at: https://www.COURSENVY.com/JMOB
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6h Reply
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Add a comment...
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Brand Your Hashtag

A great idea when starting ANY social media brand, is to start your brands specific hashtag, such as:

- #mybrandname
- #instabrandname
- #instagramhandle

This is a great idea because as you grow, you will have established a hashtag already! Plus this hashtag enables an easy way for fans to hashtag you in their posts, so when people search your hashtag in the future, they will not only see your posts, but what every fan of your brand has posted with your hashtag as well!

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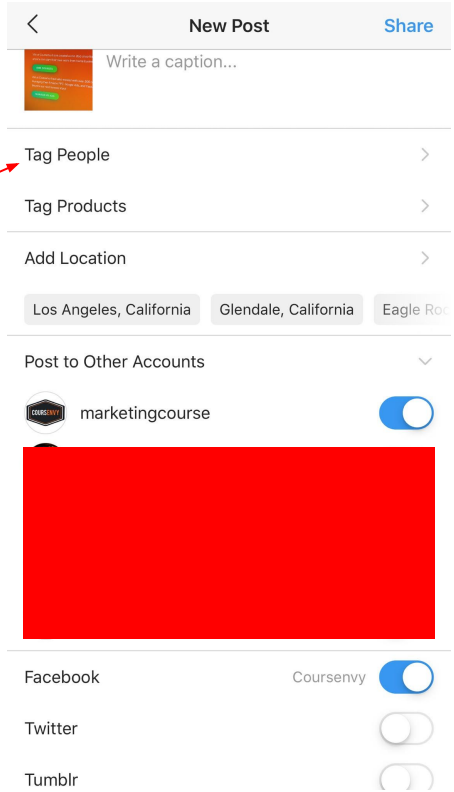
Tagging Users on Instagram

A great way of getting your photos noticed is to tag other accounts in the photo you are posting! Tag popular accounts that are relevant to your brand.

To tag people in your photo as you're sharing it:

- Tap **Tag People** from the Share screen.
- Tap on the photo.
- Start entering their name or username and select them from the dropdown menu.



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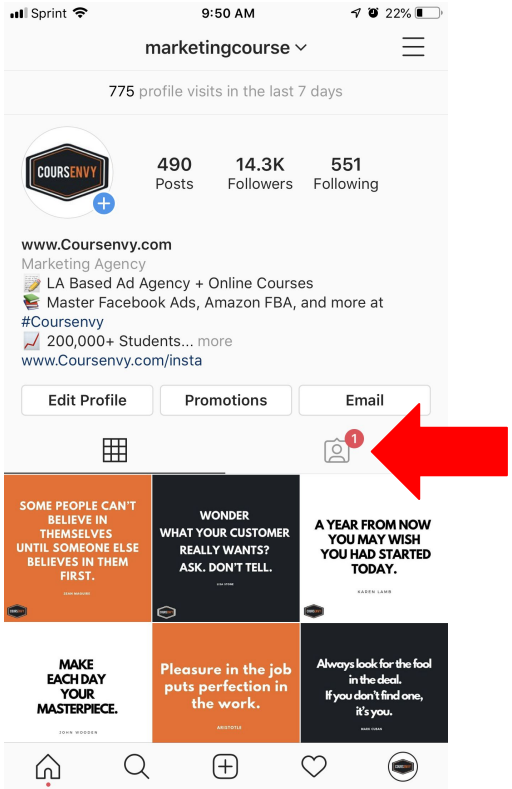
Tagging Users on Instagram

- Don't waste your time tagging irrelevant Instagram accounts that your photo has nothing to do with or they might ban you!
- These tagged photos will show up in that persons "photos of you" section of their Instagram profile.
- Tagged photos allow one more way for people to organically discover your Instagram profile.


Sprint
9:50 AM
22%
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775 profile visits in the last 7 days
490 Posts
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551 Following
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SOME PEOPLE CAN'T BELIEVE IN THEMSELVES UNTIL SOMEONE ELSE BELIEVES IN THEM FIRST.
WONDER WHAT YOUR CUSTOMER REALLY WANTS? ASK. DON'T TELL.
A YEAR FROM NOW YOU MAY WISH YOU HAD STARTED TODAY.
MAKE EACH DAY YOUR MASTERPIECE.
Pleasure in the job puts perfection in the work.
Always look for the fool in the deal. If you don't find one, it's you.

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